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Rock out at the Dongdong Festival



The Berlin-based rock band Bonaparte (pictured above) and twenty-nine other bands from around the world descend on Dongcheng District tonight for the three-day Dongdong Music Festival.

Start with great local artists like Bye Bye Noise, The Big Wave and Gangzi at the Hot Cat Club before continuing on to Yugong Yishan, Temple and Dada to see some of the best rock, dubstep and shoegaze bands from around the world.

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It's the season for golden ginkgos

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Airport exhibition fights poaching

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Web florist limits buyers to one love

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Customers limited to one love at online florist

By Bao Chengrong

Roseonly is serious about ensuring its roses are only given to the one you love.

The newcomer to the flower delivery market has achieved an amazing 10 million sales during the last eight months and attracted an investment of \$10 million from Internet giant Tencent.

Unlike normal florists, Roseonly limits its customer to buying roses for only one woman. A client is reminded about being "locked in" at the time of his first purchase.

The founder Pu Yi said the business is less about selling flowers than selling a feeling of dedication.

The company was initially viewed as an underdog, and Pu's friends tried to persuade him to abandon the idea for being "too niche." But Pu, an early investor in Dianping and other IT platforms, saw a hope.

In addition to having an unusual gimmick, Roseonly also provides impeccable flowers.

The company imports most of its flowers from Ecuador, whose rich sunshine and volcanic soil helps cultivate some of the best roses in the world. Most of Ecuador's roses, specifically the Rosa freedom, are exported to Europe and Japan: Pu was the first to bring them to China.

Apart from Ecuador, Pu also imports roses from France and Syria.

Roseonly's roses are slow to wither: its "eternal life roses" are produced using a Germany technology that allows flowers to remain fresh for up to three years.

The packaging is also an important consideration. Roseonly's flowers are imported in a Dutch box that allows the roses to "breathe." All orders are filled within 48 hours, and as within 24 hours in China's first- and second-tier cities.

But that service comes at a price.

A bunch of roses from Roseonly costs between 520 yuan and 3,999 yuan: far



Photo provided by Roseonly

more than most online florists. Consequently, most of its clients are celebrities who have helped promote the brand using social media such as Sina Weibo and WeChat.

On August 13, the Chinese Valentine's Day, the store's entire inventory was pre-ordered five days in advance.

Pu said the festival sales rush accounted for only 10 percent of Roseonly's total sales: most orders are for birthdays, marriage proposals and wedding anniversaries.

Roseonly has recently expanded to include chocolates. A recipient of roses from Roseonly can send back a box of chocolates as a gift. The chocolates are handmade by a chef at Jean Georges, a renowned Michelin Three-Star restaurant.

The store opened its first brick-and-mortar location at Taikoo Li Sanlitun in September. Pu said the company will open more outlets in Shanghai and Guangzhou by the end of the year.

Maker X team creates a smart ring

By Bao Chengrong

There are smart watches and smart wristlets, but smart rings have been curiously absent from the mobile revolution.

Maker X's new products may be the first to fill the gap.

The brand, led by Zhang Chong, is produced by a small team attached to Antiy Labs. Its first product, the GalaRing G1, is a near field communication (NFC) smart ring.

The ring allows users to upload personal information using a mobile app. The ring can then store such information as one's name, phone number and email. Touching the ring to a smartphone that supports NFC will share that data as a digital name card.

An upcoming software revision will enable the ring to be used to unlock mobile apps. Users who lock access to QQ or WeChat will be able to quickly connect by touch-

ing the ring to the phone.

The ring is primarily intended for Android smartphones, such as the Samsung Galaxy series, HTC One series, Sony, Xiaomi and OPPO.

Zhang said the company is still working on an iPhone-compatible smart ring, and on a version that will allow users to play games using gestures.

Maker X was established in last March. The team has

10 members who used to work in software, hardware and industrial design.

"Unlike many makers, we are focused on the business value and practicability of our products," Zhang said.

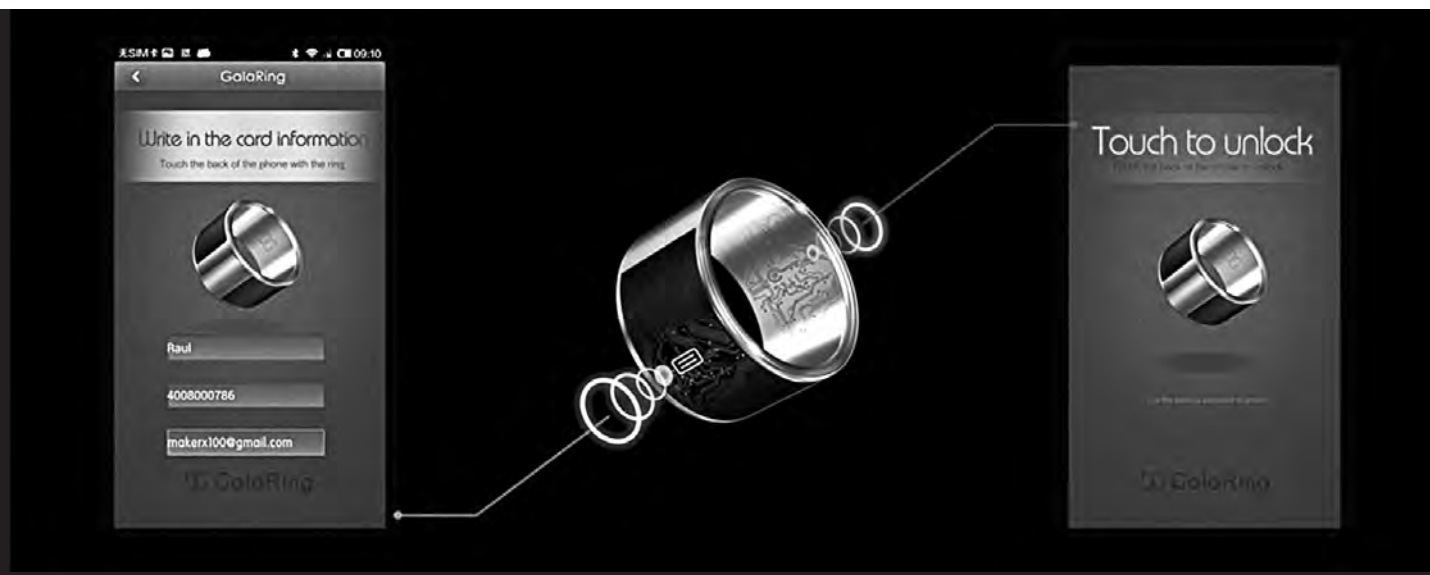
Zhang said the GEAK ring made by SNDA is its only competitor in the domestic market.

Competitors are coming soon to the global market: the NFC Ring, backed by Kickstarter, and the Sesame

Ring created by two MIT students are its biggest rivals – even though neither is on the market.

Logbar, a team from Tokyo, may also be a strong competitor. The team's product Ring, which can control the opening and closing of curtains and televisions, as well as pay for the dinner, is due on the market next year.

Photo provided by Maker X



Gaokao's devalued English may boost training market

By Bao Chengrong

A new reform of the Chinese College Entrance Examination, popularly known as the Gaokao, has slashed the value of English in test scores.

The change, intended to drag attention back to sliding Chinese scores, is creating a new opportunity for many of China's training agencies.

The English test score value will be reduced from 150 to 100 starting in 2016. Students will be allowed to take two exams each year and pick the best as their final score.

But experts say the decision to devalue English may boost interest in learning the language.

Li Ying, an education analyst, said the new model allows students to take two or more English tests, which may translate into more time invested in training agencies.

Xiong Bingqi, a professor at Shanghai Jiaotong University, said that although reformers aimed to reduce the burden on students, it may actually increase their anxiety about learning English.

"If the CET4 and CET6 remain, students still have to pass those exams in college. There is no doubt that it will bring numerous clients back to the training agencies," Xiong said.

Apart from English training agen-

cies, Chinese training agencies will also benefit from the reform.

The value of the Chinese language section of the test will be increased to 180, according to the draft. Yi Xiong, CEO of Juren Education Group, said the demand for Chinese teachers at training agencies will greatly increase, as will

their salaries.

Tao Ran, an English teacher at New Oriental, said she planned to switch to teaching Chinese next year. Tao said her decision is mostly driven by the increase of the Chinese score.

"Teaching Chinese will be more challenging for me," Tao said.

Yu Dan, a cultural scholar, supported the reform. She said learning more about traditional culture will help to boost China's image abroad. Yu said the next step is to reflect on how to practice the culture learned in books in daily life.

But Xiong Bingqi said the reform would do little to increase students' comprehensive quality. As long as the exam-oriented education model continues, its problems will remain. Increasing the mark of Chinese may actually make things worse, he said.

Xiong said the only way to solve current education problems would be to unbundle education to separate teaching, testing and enrollment.

Allowing high schools to use their own teaching models and allow more universities to engage in autonomous enrollment would be a big step, he said.

The new focus on Chinese language is especially strange, as Hong Kong announced it will no longer be considering Chinese language section of the exam in its university admissions.

Hong Kong University of Science and Technology will only look at English and mathematics scores as of next year, following its trend of focusing on English, math, physics and chemistry.



CFP Photo

BQ遇上西雅图

2013明星品牌价值榜

完美落幕

达美航空 2013 BQ明星品牌价值榜

美国西部时间 2013 年 10 月 17 日，由《北京青年》周刊主办的“达美航空·2013 BQ 明星品牌价值榜”在美国西雅图盛大举办。本次活动的主题为“品牌中国梦·耀动西雅图”，旨在评选出最具号召力的明星，最炙手可热的面孔，最精彩的商业代言案例和最具影响力的商业品牌。活动期间约有 200 位政府要员、企业高管、当红明星、社会名流和媒体精英，远赴美国西雅图，在世界品牌集散地见证此项殊荣的诞生。典礼当天星光熠熠、妙语频出，共计 10 项大奖纷纷揭晓，多位电影人、电视人、音乐人在典礼上获得奖项。

颁奖典礼上，华盛顿州参议员MR. Steve Hobb、贝尔维尤市长李瑞麒(Conrad Lee)、《北京遇上西雅图》导演兼编剧薛晓璐、李玉刚、李晨、小宋佳、唐嫣、著名作家刘震云、著名风险投资家汪潮涌、品牌专家李光斗、杨曦论等多位政府部门、文化界、经济界知名人士应邀共同出席活动，见证了榜单的揭晓。

Film fest brings Europe's cultural diversity to China

By Liu Xiaochen

The Sixth European Union Film Festival (EUFF) is bringing 22 carefully curated films to nine big screens in Beijing, Chengdu and Shenzhen.

The festival, presented by the Delegation of the EU to China, is being presented throughout the month of November.

This year, films will be screened at Megabox Cinemas, Broadway Cinemas, Stellar Cinemas, Ullens Center for Contemporary Art, the Cervantes Institute in Beijing, the Polish Cultural Center and the Italian Cultural Institute.

All films will be screened with Chinese and English subtitles where possible.

"The best films bring diversity to the foreground, while underscoring the values, the feelings and the longings that we all share as human beings," said Markus Ederer, the EU ambassador to China. "This festival program reflects the great diversity of the EU – We hope it will give many more Chinese



Photos provided by EU Delegation

people a deeper understanding of the EU and its diverse peoples and cultures."

The EUFF opens November 1 in Beijing with director Gerard Barrett from Ireland presenting *Pilgrim Hill*, and continues through November 30.

Tickets are available through participating theaters and will be priced less than 40 yuan. Screenings at the Cultural Centers are free.

To coincide with the festival, the Delegation of the EU to China has produced a series of six short films entitled "EU-China: Dream Seekers" shot on location across Europe and China.

The vignettes highlight people whose steadfast purpose and faith allows them to beat the odds in a foreign country. One of the six short films will be screened before each feature film during the festival.

Producers and directors from Europe will visit Beijing to present their movies and join in a dialogue with Chinese viewers. The exact dates of their visits will depend upon their personal schedules.

The festival will be followed by the second EUFF Online, hosted by the streaming video platform LeTV.com.

EUFF Online will show-



case recent, popular and successful films from EU member countries for three months. Each film will be screened in its original language with Chinese subtitles.

Films of the 2013 EUFF

- *Museum Hours*, from Austria
- *Approved for Adoption*, from Belgium
- *Kalabush*, from Cyprus
- *Little Otik*, from the Czech Republic
- *This Life*, from Denmark

- *Beauty and the Bastard*, from Finland
- *Donoma*, from France
- *The Stroller Strategy*, from France
- *Winter's Daughter*, from Germany
- *The Guide*, from Greece
- *Tragedy of Man*, from Hungary
- *Pilgrim Hill*, from Ireland
- *The Best Offer*, from Italy
- *Fireheart: the Legend of Tadas Blinda*, from Lithuania
- *Blind Spot*, from Luxembourg
- *Plan C*, from the Netherlands
- *Imagine*, from Poland
- *Florabela*, from Portugal
- *First of All, Felicia*, from Romania
- *Feed Me with Your Words*, from Slovenia
- *The Sleeping Voice*, from Spain
- *Cockpit*, from Sweden
- *Berberian Sound Studio*, from the UK
- *Short Coming Attractions*, from Austria

UNEP fights illegal trade at airports

By Liu Xiaochen

The Wild & Precious Beijing Exhibition, recently presented in Bangkok, will be returning to Beijing Capital International Airport's Terminal 3 on November 11.

The collection of animal photos is intended to raise awareness about the damaging effects of illegal trade in wildlife.

Exhibited photos show rhinos, elephants, chimpanzees, gorillas, orangutans, manta rays, snakes and tigers in their natural habitats, as well as the extreme damage to the Amazon basin done by



human loggers.

The collection introduces natural preservation efforts on every continent.

International trade in rhino horns is prohibited under the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Buying or transporting a rhino's horn or related products is a serious criminal offense.

Although the trade has been illegal in China for two decades, some horns still find their way into batches of traditional medicine.

Orangutans, the only great

ape found in Asia, have been decimated during the last 60 years, with more than half their wild population lost. Experts believe these apes could be extinct within 30 years as their forest habitats are stripped back to make way for palm oil plantations.

Tigers, whose trade is protected both internationally and domestically, are also critically endangered. The demand for tiger bones in Chinese medicine has devastated the cat, with the total world population of all tigers at just 3,000.

Much of the tiger trade is

attributed to transnational organized crime, which captures the animals for sport hunting and other illegal activities.

As this is the Year of the Snake on the traditional calendar, the exhibition is highlighting how unsustainable trade has pushed several species of snakes to the brink of extinction. The demand for snakeskin may put even more at risk.

The exhibition is organized by the United Nations Environment Programme (UNEP). It will tour the capital airport in Nairobi after it leaves Beijing.



Photos provided by UNEP

Dongdong music fest connects Chinese, European sounds

By Liu Xiaochen

Thirty bands from around the world are performing in Dongcheng District during the Dongdong Music Festival, which ends Monday.

Dongdong is a festival and platform that allows musicians from China and abroad to swap experiences and catch up on music trends in China and abroad. The emphasis is on live performance, which has expanded immensely in China during the last decade.

The festival is supported by the cultural centers of the French, Swiss and Danish embassies.

Each performance is intended to help Chinese and foreign bands connect with professional marketers who can promote their music. Dongdong's 2013 lineup includes 10 foreign bands and 20 Chinese.

Bye Bye Noise, The Big Wave, Gangzi, Chui Wan, CNdY and Taan Towch, six emerging Chinese bands, will headline a two-day showcase at the Hot Cat Club tonight and tomorrow.

The festival, which begins tonight, also includes performances at Yugong Yishan with an opening concert of hypnotic, bluesy soul rock by French band St. L, followed by China's hottest disco rock sensation, Nova Heart.



Photos provided by Kaiguan Culture

dubstep and reggae.

Tomorrow night, be ready to rock at Yugong Yishan with the Chinese Franz Ferdinand Steely Heart, followed by the extravagant rock of Berlin-based band Bonaparte. The set will conclude with local band Carsick Cars, which is releasing its third album in December.

Head on to Temple with the Beijing-based French electro duo We Are Not Invited, Nanjing's Plastic Heads and the happy trip-hop of Paca Lolo.

Downstairs at Dada, enjoy the sound of the queen of post-dubstep and narrative electronica Emika, the duo Teddy Boy Kill, and local favorites Dj Soundspade and Shackup.

The festival ends Sunday with a performance by electropop artist Telepopmusik and a new live set by US singer Sylvia Gordon.

Yugong Yishan

When: November 8 and 9

Price: 130 yuan in advance or 180 yuan at the door

Telepopmusik at Yugong Yishan

When: November 10

Price: 200 yuan in advance or 280 yuan at the door

Web: e.mosh.cn/dongdong

Temple

Price: 50 yuan

Dada

Price: 50 yuan

EU Chamber discusses sustainable urbanization

By Liu Xiaochen

China's push for sustainable development is inspiring some innovative urban planning.

The EU Chamber of Commerce is introducing the latest work by Mark Harrison, director of the Atkins' urban planning and consultancy, which has been engineering new projects throughout the Asia-Pacific region all month.

Harrison said the key to innovative, sustainable urban planning is linking projects with smart technology in their earliest stages: an approach the company is pushing in its work in China.

China's rapid growth has inspired urban planners to identify new sticking points to ensure the country's continued, rapid urbanization.

Environmental and sustainability considerations are an immediate concern in China's city development, as opposed to a bandage measure to reduce environmental damage after construction, as in many European cities.

Worsening climate change will make such factors as traffic, energy use, water use and waste management increasingly important in city development, and China has the opportunity to balance these from the start, Harrison said.

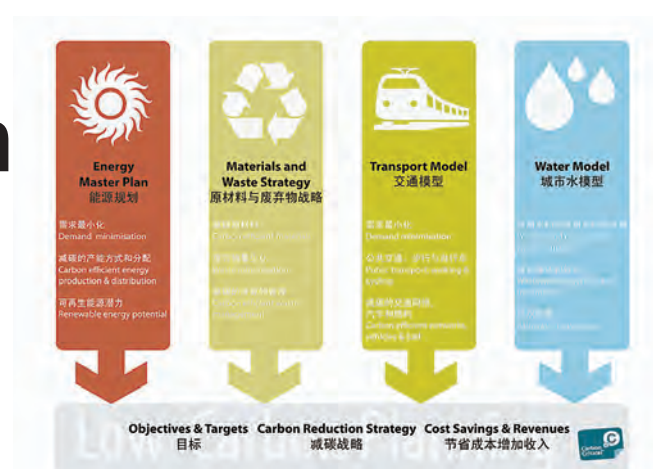
Atkins recently won a bid to develop eco-low carbon (ELC) urban planning in China.

Funded by the UK's Foreign and Commonwealth Office Prosperity Fund, the project complements the government's 12th Five-Year Plan, which emphasizes

reducing energy and resource use, slashing emissions and protecting the environment.

The Atkins' Future Proofing Cities initiative, supported by China's Ministry of Housing and Urban-Rural Development, will work with two city governments to develop, test and apply the ELC guidelines.

Chinese urban design presents many new challenges, Harrison said. In China, there is a focus on land use, population density and traffic rather than public interaction. Although building densities and plot ratios are often very high by foreign standards, traditional urban design that separates residential and employment areas with open space may reduce livability in China.



Low carbon planning

Photos provided by EU Chamber

Urban designers are now focusing on compact, mixed-use and transit-oriented approaches that emphasize community-oriented facilities and harmony with the natural environment, he said.

The key is to identify the real character of the area and ensure that natural landscape features are retained in any new design.

Atkins was the engineer-

ing design services provider of the London Olympics last year, and created the plan that turned an old industrial site into a vibrant, safe sports venue.

"This expertise is extremely relevant and necessary in China, because many of the areas China is regenerating may previously have been used by factories that created pollutants," Harrison said.

Golden ginkgo viewing without the crowds

By Liu Xiaochen

Beijing looks best in red. Each fall, thousands of tourists head out to take in the fall colors at popular destinations like the Fragrant Hills.

But crowds don't have to be a drag on your sightseeing experience.

The city center has several avenues lined with beautiful ginkgo trees that begin turning yellow in mid-October and reach their peak coloration in early November. In general, the best viewing period is five to 10 days after the first frost.



Diaoyutai's ginkgo avenue in the late autumn.

CFP Photos

Diaoyutai Ginkgo Avenue

Diaoyutai's ginkgo avenue is located outside the east wall of Diaoyutai State Guest House on Sanlihe Lu in Xicheng District. The miniature forest is one of the capital's most popular ginkgo-viewing areas and a nice place to enjoy fall colors without leaving the city center.

Ginkgo planting has a long history in Beijing, with the Diaoyutai's trees being the most beautiful and famous. The trees are planted even more densely than in Ritan Park.

The golden leaves give the street a harmonious image for several weeks before falling to the ground to crunch underfoot. Most visitors are young or elderly, though the scenery attracts a few couples who are shooting their wedding photos.

Be sure to visit early! All it takes is one cold night and a big wind to strip the trees bare until next spring.

Ginkgo Avenue at Ditan Park

Ditan Park's ginkgo avenue is Beijing's oldest. Some of its trees date back to when the park was constructed.

Enter from the west gate of Ditan Park and go straight north to find the viewing area. The beautiful park attracts many nearby resi-



dents every autumn.

There are more trees outside the north wall of the

park, forming a small lane of golden leaves that connects to Qingniangou Lu and Xiao-



Visitors take photos on the avenue.

huangzhuang Lu.

Ginkgos by the Embassies

Although Sanlitun Dong Wujie runs close to East Third Ring Road, it is one of the city's quietest corners. The street's golden ginkgos make an unforgettable sight.

It is less famous than the avenues at Diaoyutai and Ditan Park, and is consequently much quieter. It's also conveniently reached from Line 10 of the capital's subway network.

Ginkgos at the Universities

Tsinghua University has a small ginkgo avenue by its south gate. The street is flanked by little red houses, and students can be seen cycling by in the morning and afternoon.

The four ancient ginkgos at the west gate of Peking Univer-

sity are a landmark sight and popular photography destination for nearby students. There are also some young ginkoes near Lake Weiming if you walk the lake from north to south.

Other Places

Guo Moruo's former residence is a good place for ginkgo viewing. The yard also has Silver Fir trees, pines, cypresses and Begonias planted by Guo Moruo. The walls of the yard help to drown out the city's noise.

Ginkgos can be also found in some of Beijing's temples.

The Wanshou Temple by West Third Ring Road has a pair of male and female ancient ginkgos by its pavilion. There are also ancient ginkgos in Tanzhe Temple: the oldest is more than 30 meters tall and was planted in the Tang Dynasty.

Live Music

Beijing Ukulele Strum Circle

The Ukulele Strum Circle is the brainchild of Kate Smith, a dynamic musician in an oldies girl band. The Strum Circle teaches visitors to play the tiny four-stringed instrument.

In November, the Ukulele Strum Circle will give ukulele fans a chance to gather and create songs. Experienced players and beginners are both welcome. Song charts are available at the event.

When: 7 to 11 pm, November 17

Where: Malt Dog, 51 Beiluogu Xiang, Dongcheng District

Email: zy-jessica@hotmail.com

Real Blues in Beijing

Zhenren Band is Beijing's only band playing early blues from before the Chicago scene. Its sets feature the songs of Robert Johnson, Blind Blake and other artists from the American South.

The band combines country blues acoustic guitar and harmonica with modern electric guitar and electric slide guitar. Zhenren Band's next performance of real blues will be in November.

When: 9 to 11:30 pm, November 15

Where: Jianghu Jiuba, 7 Dongmianhua Hutong, Jiaodaokou Nan Dajie, Dongcheng District

Cost: 40 yuan in advance or 50 yuan at the door



Modern Sky Festival: Club 8

This Swedish duo consists of two luminaries of the indie music scene and is known for its fresh voice and beautifully arranged tracks.

Johan's simple melodies, ingenious arrangements and instrumentation blends with the subtle whispers of Karolina. Experimenting with trip hop, chill out and romantic French Touch, the group creates smooth, dreamy and warm music.

When: 9 to 11 pm, November 30

Where: Yugong Yishan, West courtyard (former site of Duan Qirui Government), 3-2 Zhangzizhong Lu, Dongcheng District

Cost: 180 yuan at the door or 150 yuan in advance

Tel: 6404-2711

Dining

Thanksgiving dinner at JAAN

Thanksgiving Day is around the corner. The holiday is the best time to gather with family, friends and loved ones and be thankful for the past year and blessings to come.

Celebrate Thanksgiving at JAAN in Raffles Beijing Hotel on November 28.

JAAN is an award-winning French restaurant that guarantees an intimate and elegant dinner. Try its lavish five-course menu with such delicacies as seared scallops with French core salad, baked beet dressing with an orange vinaigrette and walnuts, cream of celeriac and apple ham, slow-roasted turkey with green bean ragu and burned Brussels sprout stuffing, along with several traditional side dishes.

When: 6 to 10 pm, November 28

Where: Raffles Beijing Hotel, 33 Dong Chang'an Jie, Dongcheng District

Cost: 368 yuan per person for a whole turkey, 298 per person for a half turkey (15 percent service charge)



Home Appliance

ATMOSPHERE Air Purifier

Amway's ATMOSPHERE Air Purifier provides state-of-the-art air purification technology with three pre-installed filters: a cleanable pre-filter, a replaceable carbon (odor) filter and a replaceable HEPA (particulate) filter.

The ATMOSPHERE Air Purifier also features a remote control unit with five operating speeds, a programmable timer, an integrated particle sensor and an electronic monitoring system that alerts you when the filters need to be replaced or cleaned. The system is backed by a two-year limited warranty.

Filters come pre-installed. Indicator lights on the unit alert when they should be replaced.



Wine Tastings

Showcase of Catalonia's Wines

Three Chefs and a Wine Guy includes Jordi Valles, a chef at Contemporary Spanish restaurant, Chef Willy Trullas Moreno, from el WILLY restaurant in Shanghai, Alex M. Fargas, from FoFo by el WILLY in Hong Kong, and "wine guy" Alberto Fernandez, a managing partner of Torres China.

The four will prepare a special dinner to showcase the best Catalan cuisine and wines for customers.

When: 6 to 10 pm, November 14

Where: 4/F, Nali Patio, 81 Sanlitun Bei Lu, Chaoyang District

Cost: 498 yuan for five courses, add 198 yuan for the wine pairing



Lynch Bages Wine Dinner

This unique French wine dinner with a seven-course menu will be presented by Heritage French Restaurant.

Customers can taste legendary vintages from Chateau Lynch Bages, Grand Cru Classe in Bordeaux, and white and red wines from many other regions.

Chateau owner Jean Charles Cazes will attend the dinner to introduce the character of each wine. When tasting the wine, customers can also sample some dishes prepared by Executive Chef Michael Jakovljevic.

When: 6 to 10 pm, November 21

Where: 6/F, Sofitel Wanda, 93 Jianguo Lu, Chaoyang District

Tel: 8599-6666 ext. 6528

Costs: 888 yuan for one person, 1,388 for two or 2,588 yuan for four



Napa Valley Wines

Napa Valley produces some of the world's best wines. Its Cabernets and Chardonnays even beat France's Bordeaux and Burgundies at the famous "Paris Tasting" of 1976.

Why are Napa Valley wines so special? And what is the "capital" of the American wine industry?

Patrick Cranley, wine ambassador for Napa Valley Vintners and the association of some 475 wineries in Napa Valley, has the answers. Cranley will also present a selection of bottles for your sampling that capture the characteristics of Napa Valley Wines.

When: 7 to 8:30 pm, November 22

Where: 3/F, Capital M 2 Qianmen Pedestrian Street, Xicheng District

Tel: 6702-2727

Cost: 138 yuan per person (includes tasting)



NE•TIGER's 2014 show draws power from the Yuan Dynasty

New Chinese dress turns Qian-Yuan into haute couture fashion

Top fashion brand NE•TIGER led the China International Fashion Week at its opening show on October 25. The event brought together celebrities and stars to show off and appreciate the latest in luxury apparel at the Banquet Hall of the Beijing Hotel.

NE•TIGER has appeared at the opening show of China Fashion Week for the last 13 years. Its most recent shows include this year's "Great Yuan" haute couture show, 2013's "Hua•Song," and 2012's "Tang•Jing."

Reviving Yuan civilization

Mongolian throat singing blended with Western musical elements at the opening of NE•TIGER's "Great Yuan" show at China Fashion Week.

Models in NE•TIGER's classy menswear struck an impressive figure as they passed under the Jingde Street Archway, a historic Beijing landmark recreated in miniature on the runway. Sixty male and female models crossed the T-shaped runway and led the audience

into the splendor of the Chinese capital's ancient past.

For its 2013 show, NE•TIGER showed off a clear, broad and powerful artistic vision.

Drawing inspiration from the era's poetry, blue-and-white porcelain and Yuan totems, NE•TIGER integrated China's artistic treasures with contemporary Western fashion.

Most of its garments are based on blue-and-white patterns that are both light and elegant, and decorated with the five national colors that symbolize Yuan civilization. Each shows off the dynasty's robust beauty, its elegance and its adaptability.

As for materials, NE•TIGER once again selected the valuable Yun Brocade and Kesi (Tapestry), but this time combined them with creative velour, fur and lace. Its Ribbon Embroidery, seen for the first time in this show, shows off a masterful level of craftsmanship and creates a vivid visual effect with its colorful stitches.



Models on the Great Yuan fashion show

Various traditional techniques such as embroidery, papercutting, dyeing and beading were also used to create innovative Chinese dress. The designs show NE•TIGER's obsession with preserving and

developing China's traditional handicrafts.

This NE•TIGER show focused on menswear, using the backdrop of the Yuan Dynasty to highlight designs that amplify strength.

Developing the concept

"The Yuan Dynasty was China's most prosperous era in terms of ethnic fusion," said Zhang Zhifeng, NE•TIGER's artistic director.

"Its open attitude and tolerance enabled Chinese civilization to thrive for such a long time. Today, we recall the Yuan Dynasty and try to integrate the cultural principles that made it great with the Western technique of three-dimensional tailoring to outline and show the spirit of Chinese traditional clothes."

Chinese fashion has been a legend for centuries. By exploring the essential elements of the Yuan Dynasty's cultural arts, NE•TIGER's 2014 "Great Yuan" Haute Couture Fashion Show expresses the brand's profound creative concepts and pays homage to the civilizations that inspired it.

NE•TIGER remains committed to introducing the world to the greatness of Chinese custom, etiquette and dress once more.

就业密钥

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